

How a Tech- and Customer Service-centric Mobile HTS Provider Engages High-Risk Men



**Filling the Gaps in
Best Practices and
Innovations for HIV
Programming**

16-18 May 2018

Bruce Forgrieve
Chairman, Shout-it-Now
Bruce@ShoutitNow.org

What Research tells us about HTS & Men

- Women are 3X more likely to access health care than men*
- Many men avoid clinic-based HTS due to:
 - Confidentiality
 - Distance to facility
 - Inconvenient hours
 - Belief that clinics provide women-centered services
- Both employed (and unemployed) want a quick and convenient way to learn their HIV status

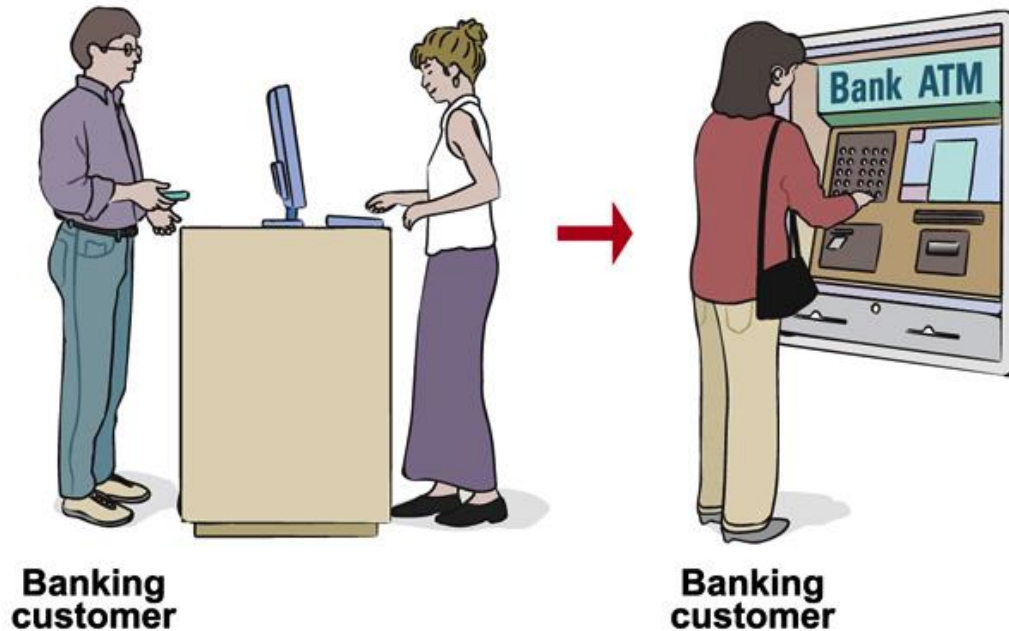
*Abaerei, A.A., Ncayiyana, J., Levin, J. (2017). Health-care utilization and associated factors in Gauteng province, South Africa. *Global Health Action*. 10-1305765

Audience Research

Please Stand-up!



Health Services can learn from convenience innovations made by the Banking Industry



86% of consumers quit doing business with a company because of a bad customer experience

Source: Customer Experience Impact Report by Harris Interactive/RightNow, 2010

The Importance of Customer Service

- We hire customer-focused people, then we train them about HIV (not the other way around)
 - We vet ~224 candidates to fill each 12 person team

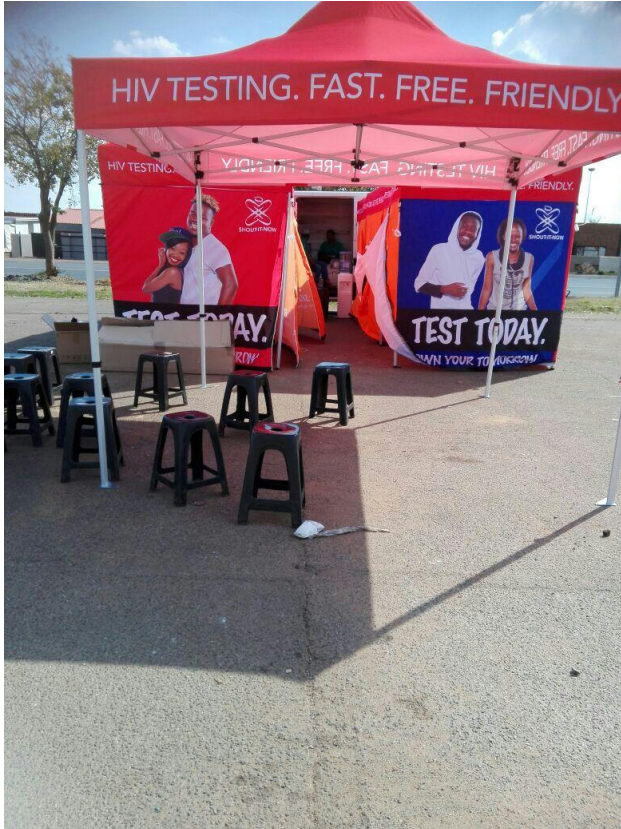
We learned recruitment strategies from Starbucks, then developed an online HR assessment tool called “*FlexiCat*”

**CUSTOMER
SERVICE**

**IS NOT A DEPARTMENT
IT'S EVERYONE'S JOB**

F	Focus (Task vs. Relationship)
L	Locus of Control
E	EQ - emotional intelligence
X	Extrovert vs. Introvert
I	IQ - Intelligence Quotient
C	Critical Thinking
A	Ambition
T	Teamwork

Current Model



- Fast, Free & Friendly
- Staff of 12 test 180 per day
- Paperless
- Biometric Tracking
- Audio Recordings = Quality
- Linkage via Call Centre
- Referrals to other partners

Does it Work?

HTS in Ekurhuleni, March 2016 – February 2018

HTS Target	# Tested	% of Tested	# HIV+	Yield
AGYW	275 373	46%	20 051	7%
MSP	325 157	54%	13 194	4%
TOTAL	600 530		33 245	6%

SN teams test an average of 25 022 clients each month

Convenience + Customer Service = Engagement

THE VIP EXPERIENCE



Sneak Preview &
Confidential

TESTING

Faster, more user-friendly
service in hard-to-reach areas

ART INITIATION

Onsite, Satellite or Enhanced Clinic

ADHERENCE (Phase II)

VIP Affinity Program for meds/visits/support



FLANNA C453



OUT-IT-NOW
STING-FAST-FREE-FRIENDLY

TEST TODAY!

OWN YOUR TOMORROW

EXCLUSIVE & UNREPEATING AT
MOTORHOME-WORLD

TEST TODAY. OWN YOUR TOMORROW



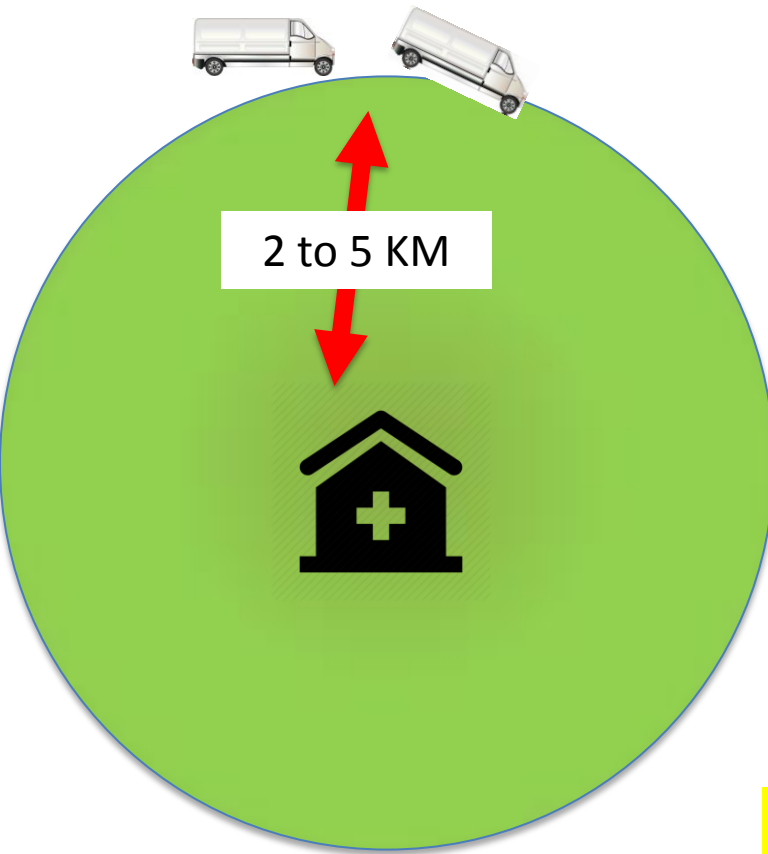
OUT-IT-NOW
STING-FAST-FREE-FRIENDLY

5

6

7

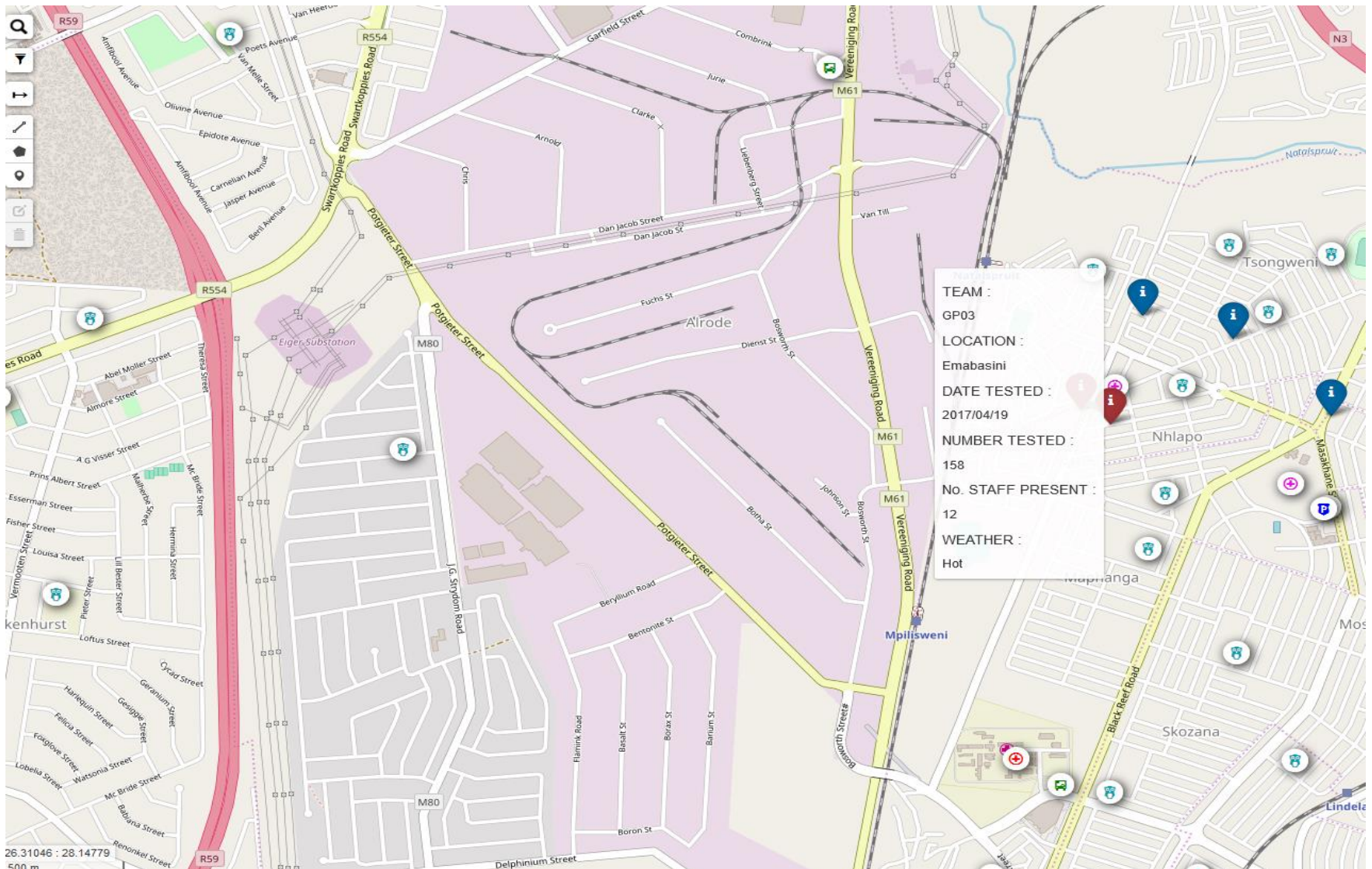
VIP Benefits



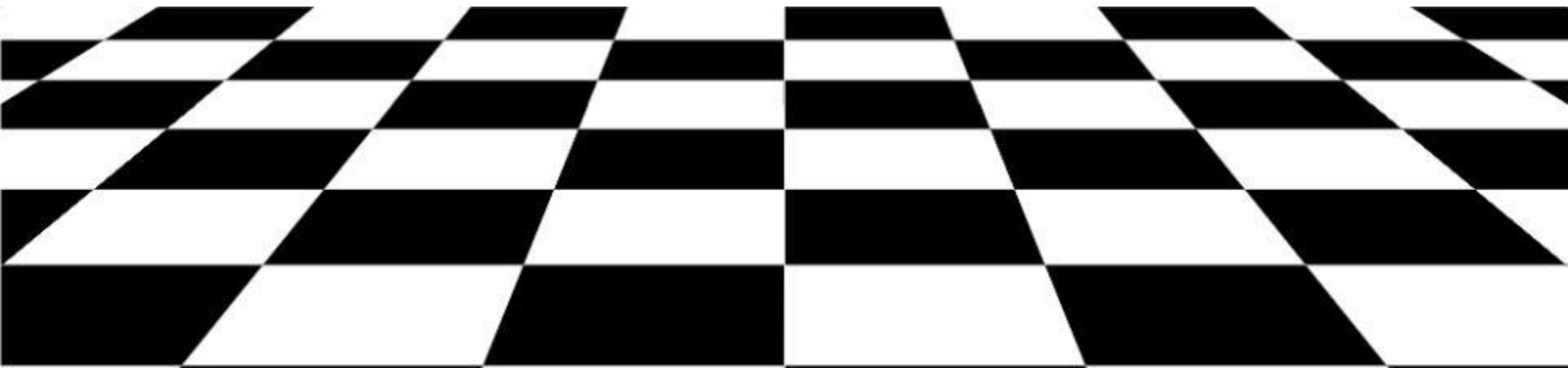
- VIP mobile HTS + index HTS
- Immediate ART initiation for clinically sound
- 3 Staff for HTS & 3 for ART
- Hard to Reach Clients
- Flexible Hours
- Clinic Clubhouse

Going Live June 2018

Using Mapping to Guide Case Finding



Discussion & Questions



VIP Support

VIP is also supported by:



Index Testing Approaches

As part of our VIP Modality, S-N will offer HIV+ clients two choices to facilitate Index Testing

Choice 1:

Anonymous Notification

- Index clients' contact(s) sent SMS anonymously notifying them they may have been exposed to an STI
- SMS directs clients to S-N test sites for screening, and offers a "call me" feature so Call Centre can counsel contact(s) and encourage them to come for HTS

Choice 2:

Self-Testing

- Motivational Interviewing encourages disclosure if safe, and emphasizes benefits of partner testing
- Provide oral test kits so Index client's contact(s) can self-test for HIV
- Proof of contact's self-testing and linkage to care when HIV+ will be incentivized and tracked
- National DOH has provisionally given us support for such a pilot



Convenience + Customer Service = Engagement

- **Video Education & Risk Assessment**

- Favourite aspect - testimonials from HIV+ people
- Strongest messages - testing is important & HIV is not a death sentence
- 64% comfortable answering sexual risk questions

- **Counselling**

- 98% - would recommend SN HTC
- 94% - staff communicated HTC process clearly
- 94% - staff are respectful
- 93% - satisfied with counselling
- 92% - questions & concerns were addressed
- 90% - results explained clearly

Source: Shout-it-Now Customer Service Survey, 2016

Does it Work?

DREAMS data on male HTS in Ekurhuleni

Ages	Tested	HIV+	Yield
12-14	24 121	439	1.8%
15-22	91 276	2 268	2.5%
23-29	92 891	7 423	8%
30-35	60 085	7 952	13%
TOTAL	268 373	18 082	6.7%

Of note, S-N tested 600 530 people in EKN between March 2016 – February 2018, and of those tested 54% were men, of whom 13 194 were diagnosed HIV+